IN THE CLAIMS

1-17.   (Cancelled)

18.   (Previously Presented)   A method comprising:

accessing a video signal, the video signal comprising a plurality of frames; and

producing a modulated video signal by raising luminance of a first frame and lowering

luminance of a second frame of the plurality of frames in a substantially invisible way.

19.   (Previously Presented)   The method of claim 18, wherein producing a modulated

video signal comprises:

producing a modulated video signal by raising luminance of a first plurality of pixels of a

first frame of the plurality of frames and lowering luminance of a second plurality of pixels of a

second frame of the plurality of frames in a substantially invisible way.

20.   (Previously Presented)   The method of claim 19, wherein the first plurality of

pixels includes a same selection of pixels as the second plurality of pixels.

21.   (Previously Presented)   The method of claim 19 ,wherein at least some of the first

plurality of pixels are located in the first frame at a same location of at least some of the second

plurality of pixels in the second frame.

22.   (Previously Presented)   The method of claim 19, wherein the first plurality of

pixels includes an entire portion of pixels of the first frame and the second plurality of pixels

includes the entire portion of pixels of the second frame.

23.   (Previously Presented)   The method of claim 19, wherein producing a modulated

video signal comprises:

producing a modulated video signal by raising luminance of a first frame and lowering

luminance of a second frame of the plurality of frames in a substantially invisible way, the first

frame and the second frame being consecutive frames of the plurality of frames.

24.   (Previously Presented)   The method of claim 18, wherein producing a modulated

video signal comprises:

        producing a modulated video signal by raising luminance of a first frame by a first

amplitude level of at least two amplitude levels and lowering luminance of a second frame of the

plurality of frames by a second amplitude level of the at least two amplitude levels in a

substantially invisible way.

25.   (Previously Presented)   The method of claim 18, wherein accessing a video signal

comprises:

        receiving an analog video signal generated at a signal source; and

        digitizing the analog video signal.

26.   (Previously Presented)   The method of claim 18, wherein accessing a video signal

comprises:

        receiving a digital video signal generated at a signal source.

27.   (Previously Presented)   The method of claim 18, wherein accessing a video signal

further comprises:

        accessing a vertical sync signal; and

        determining a timing of the plurality of frames from the vertical sync signal, the timing

usable for a determination of where in the video signal to begin modulation.

28.   (Previously Presented)   The method of claim 18, wherein accessing a video signal

further comprises:

        accessing encoding instructions for the video signal.

29.   (Previously Presented)   The method of claim 18, wherein producing a modulated

video signal by raising luminance of a first frame and lowering luminance of a second frame of

the plurality of frames comprises:

producing a modulated video signal by raising luminance of a first frame of the plurality of frames by increasing a first signal by 50-70 mV and lowering luminance of a second frame of the plurality of frames by increasing a second signal by 50-70 mV.

30.   (Previously Presented)   The method of claim 18, wherein the second frame is located prior to the first frame in the video signal.

31.   (Previously Presented)   The method of claim 18, wherein the second frame is located after the first frame in the video signal.

32.   (Previously Presented)   The method of claim 18, wherein the video signal includes a digital video signal.

33.   (Previously Presented)   A method comprising:

accessing a digital video signal, the video signal comprising a plurality of frames; and

altering intensity of at least two frames of the plurality of frames to encode the digital video signal.

34.   (Previously Presented)   The method of claim 33, wherein encoding the digital video signal by altering intensity of at least two frames of the plurality of frames comprises:

encoding a digital video signal by raising intensity of a first plurality of pixels of a first frame of the plurality of frames and lowering intensity of a second plurality of pixels of a second frame of the plurality of frames in a substantially invisible way.

35.   (Previously Presented)   A method comprising:

accessing a digital video signal, the video signal comprising a plurality of frames; and

encoding a signal presence in the digital video signal by increasing luminance of a first frame of the plurality of frames and decreasing luminance of a second frame of the plurality of frames in a substantially invisible way, the first fame and the second frame being consecutive

frames of the plurality of frames.

36.   (Previously Presented)   The method of claim 35, further comprising:

encoding a signal absence in the digital video signal by decreasing luminance of a third frame of the plurality of frames and increasing luminance of a fourth frame of the plurality of frames in a substantially invisible way, the third fame and the fourth frame being consecutive frames of the plurality of frames.

37-45. (Cancelled)

46.   (Previously Presented)   A machine-readable medium comprising instructions, which when executed by a machine, cause the machine to:

access a video signal, the video signal comprising a plurality of frames; and

produce a modulated video signal by raising luminance of a first frame and lowering luminance of a second frame of the plurality of frames.

47.   (Previously Presented)   The machine-readable medium of claim 46, wherein instructions causing the machine to produce a modulated video signal causes the machine to:

producing a modulated video signal by raising luminance of a first plurality of pixels of a first frame of the plurality of frames and lowering luminance of a second plurality of pixels of a second frame of the plurality of frames.